

AN INVITATION. The quality of the pictures and the true-to-life tone of "His Master's Voice" television receivers must be seen and heard to be believed.

A cordial invitation is extended to you to prove it for yourself. Your dealer will gladly arrange for you to witness a demonstration in his showrooms. It will place you under no obligation to purchase, and convince you that this new form of home entertainment is now definitely established.

"His Master's Voice" television receivers are backed by guarantee, and the prices include erection of a suitable television aerial (within the London Service area), installation and maintenance for a year.

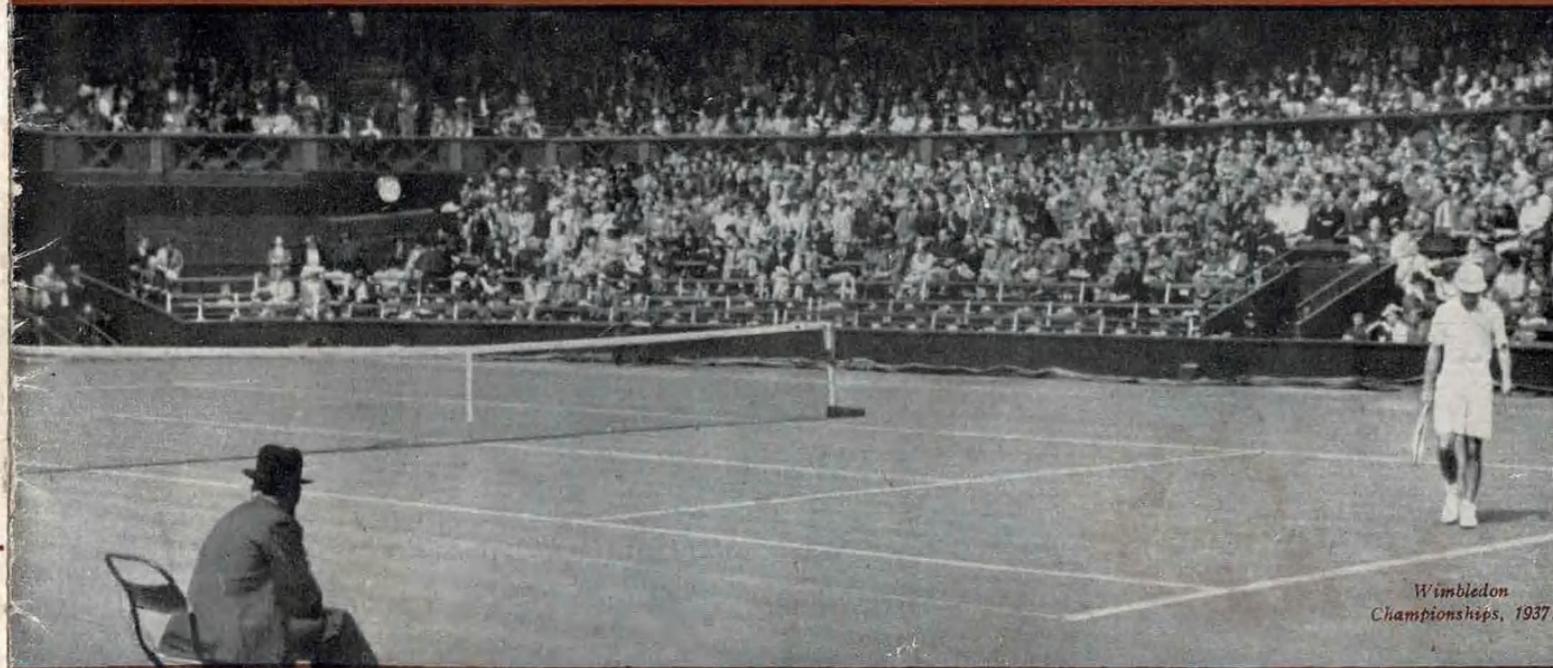


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"HIS MASTER'S VOICE"

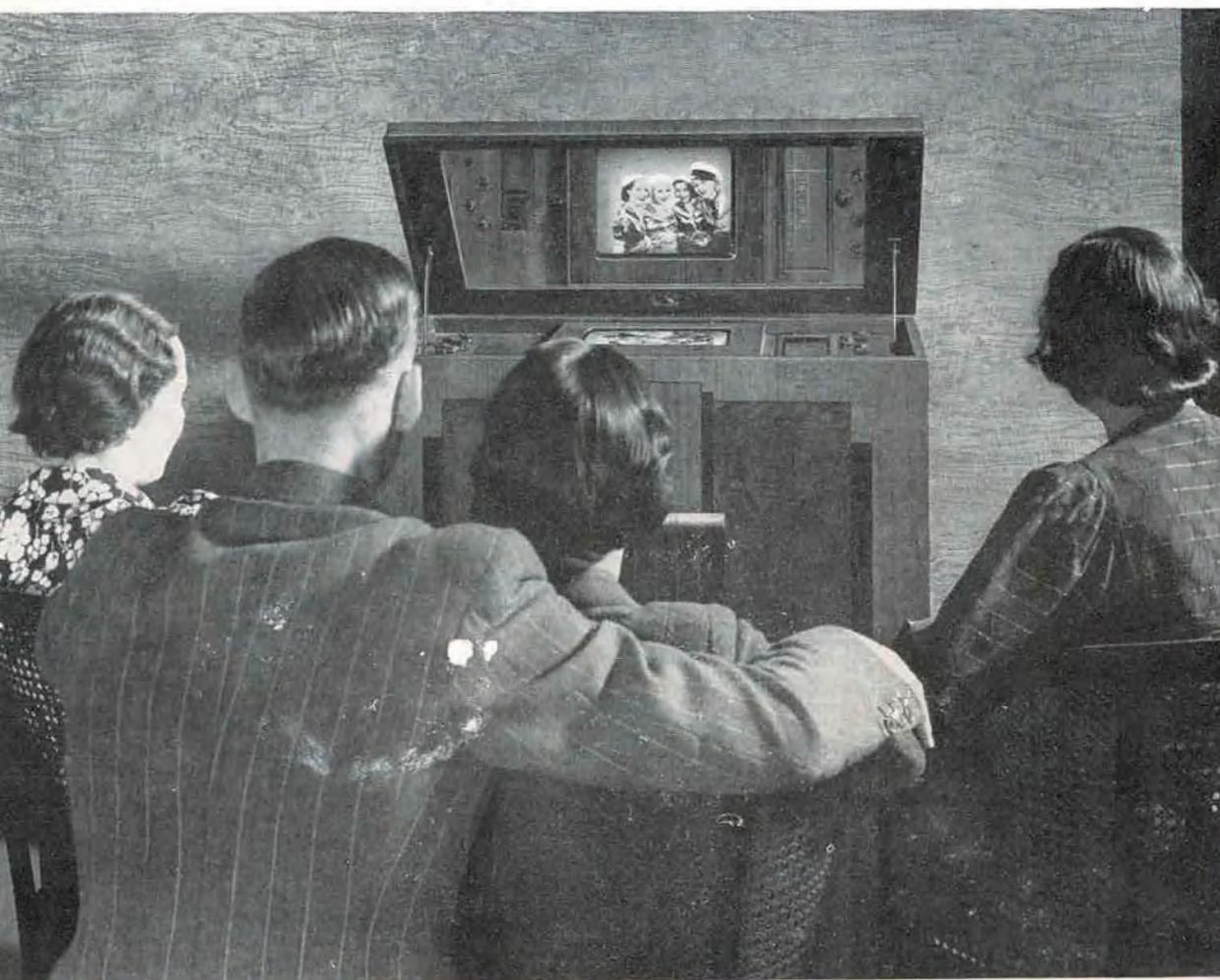


Wimbledon
Championships, 1937

"Every detail of the scene was clear. Bunny Austin in his shorts, boys running across the court to collect stray balls, the figures going up on the score board. The whole centre court was included in one shot."

Daily Herald, 22nd June, 1937.

TELEVISION



“His Master’s Voice” Television

for a small deposit and at the rate of **£1** per week



Gracie Fields.



Tommy Handley.

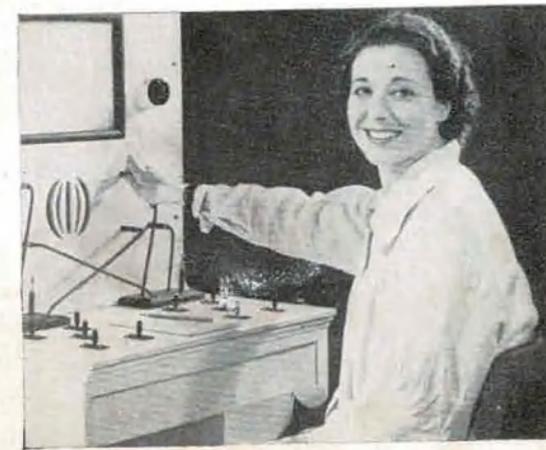


The Coronation Procession.

To enable many more thousands of families living within the area of reception of the Alexandra Palace station to enjoy the excellent entertainment provided by the television programmes, “His Master’s Voice” are making it possible for two of their television receivers to be bought on exceptionally easy terms, at the rate of £1 per week with a small initial deposit.

On this page are photographs of some of the items which have been televised recently. Perhaps the greatest triumph of television to date was the excellent reproduction obtained of the historic Coronation procession.

Future television programmes will feature events of national importance, outstanding fixtures in the sporting world and plays from the West End, etc.



Joan Millar seen in the weekly feature “Picture Page.”

The Birth of Television for Home Entertainment

NOVEMBER 2nd, 1936, marked the dawn of a new era in home entertainment. On that day the B.B.C. commenced regular Television transmissions from Alexandra Palace.

As the result of the recommendation by the Television Commission, after a period of tests under service conditions, the B.B.C. operate on one system only for Television programmes at Alexandra Palace—the system designed in the Research Laboratories of the “His Master’s Voice” factories at Hayes, Middlesex.

It is by means of this system that the viewer can see in his own home events taking place outdoors or in the Alexandra Palace studios, at the actual time they take place. Within the vicinity of the London Service Area television has already revolutionised home entertainment, and in the near future the completion of additional stations in other parts of the country will have a widespread effect. *Radio has received its sight.*

Alfred Clark, Chairman of E.M.I. and “His Master’s Voice,” speaking at the opening of the B.B.C. London Television Service. Other speakers were (L. to R.) Lord Selsdon, Chairman Television Committee; Major G. C. Tryon, Postmaster - General, and R. C. Norman, Chairman, B.B.C. The Emitron cameras and the microphones through which the ceremony was transmitted were designed and made in the Research Laboratories of “His Master’s Voice” Factories.





RADIO RECEIVES ITS SIGHT

“HIS MASTER’S VOICE” TELEVISION

THERE are three “His Master’s Voice” television instruments from which to make your choice . . . all of them give the same high performance of television pictures and sound . . . Operation is extremely simple . . . installation and maintenance is carried out by experts.

The size of the picture is approximately 10" x 8" . . . This size, seen in the average room, is equivalent to the screen seen from the best seats of a cinema theatre.

Model 901 receives sight and sound of the television programmes only.

Model 900 is not only a television receiver,

but also incorporates an all-world radio receiver which will bring in programmes from U.S.A., Australia, etc.

Model 902 is the most complete home entertainer ever presented, for it combines television sight and sound, an all-world radio receiver and an electrical gramophone which automatically changes its own records.

The fact that these instruments are designed by the engineers responsible for the High Definition transmission system adopted by the B.B.C. places them ahead of all others . . . note particularly the brilliance and detail seen in the pictures.



Model 902

Model 902. Television sight and sound receiver and all-world radio, bringing in U.S.A., Australia, etc., and automatic record changing electrical gramophone.

120 GNS. Cash

Or by hire-purchase.

Model 900 is a combined Television sight and sound receiver and all-world radio, bringing in programmes from America, Australia, etc.

80 GNS. Cash

Or at the rate of £1 a week and a small deposit.

“His Master’s Voice” television receivers are backed by guarantee, and the prices include erection of a suitable television aerial (within the London Service Area), installation and maintenance for a year.



Model 901

Model 901 (On left). Television sight and sound receiver.

60 GNS. Cash

Or at the rate of £1 a week and a small deposit.



Model 900

Made by the Engineers responsible for the Television System adopted by the B.B.C.